



Main Street Monday!

Sept 22, 2014

Happenings Around the State

Date: October 5, 2014

All you can eat
Pancake &
Sausage
Breakfast

Time: 7:00 - 9:00 a.m.

Hot Pancakes and
Sausage with all the
trimmings, milk, juice &
coffee.
And the best part is it is all
you can eat for \$5.00!

Karrick Parks House Lawn
On the corner of 4th Street
and Buell Street (US68)

All proceeds go to Main Street Perryville

Main Street Perryville
216 S. Buell Street
PO Box 133
Perryville, KY 40468

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Sponsored by James Gage



COME ONE! COME ALL!
MAIN STREET PERRYVILLE PRESENTS

A TASTE OF 1862



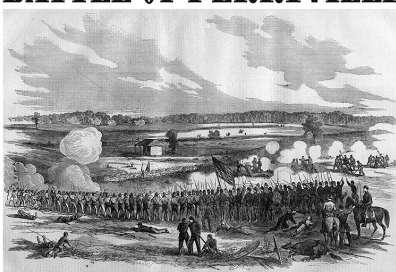
THE EVENING OF SATURDAY, OCTOBER 4TH, 2014
ON THE LAWN OF THE KARRICK-PARKS HOUSE ON
HISTORIC MERCHANT'S ROW IN DOWNTOWN PERRYVILLE

Enjoy authentic Civil War era recipes prepared by soldiers over an open fire.
Listen to the story of the aftermath of the Battle of Perryville by special guest speaker STUART SANDERS
TICKETS ARE \$25 PER PERSON
ALL PROCEEDS GO TOWARDS THE RESTORATION & PRESERVATION
OF HISTORIC MERCHANT'S ROW

COME ONE! COME ALL!
THE PERRYVILLE COMMEMORATION COMMITTEE PRESENTS

OCTOBER 3rd-5th, 2014

THE 152nd ANNIVERSARY COMMEMORATION OF THE
BATTLE OF PERRYVILLE



WEEKEND EVENTS INCLUDE

REENACTMENTS * SUTLERS * LIVING HISTORY * PARADE * BBQ BATTLE
SK GHOST RUN * PAGEANTS * ARTS & CRAFTS * FOOD BOOTHS
PANCAKE BREAKFAST * PERRYVILLE CHRISTIAN CHURCH BEAN SUPPER
PERRYVILLE METHODIST CHURCH CHILDREN'S CORNER

IN HISTORIC DOWNTOWN PERRYVILLE

GRANT OPPORTUNITIES



Grant Opportunity
for Main Streets!!

ArtPlace America is now accepting LOIs
for the next round of its National Grants
Program. If you have a great project or
idea to strengthen a community through
art/culture, please consider applying
(deadline: 11/3). Grants range from \$50K-
\$500K. Learn more about this great
opportunity: <http://bit.ly/1x09qxD>

EPA's Smart Growth America program,
free TA for building sustainable communi-
ties, is in its fourth year. Applications for the
1.5 days of training on a particular topic,
(outlined in the link below) are **due Oct.
23**. EPA works with the community to de-
sign a custom plan that fits community
needs.

<http://www.smartgrowthamerica.org/technical-assistance/free-annual-workshops-2015>

Only units of local government may apply. EPA
will choose from 15-20 communities this year to
participate.

Local governments selected for the TA must
provide meeting space, cover promotional
costs (though EPA can do promotional piece
design work) and any refreshments that may be
provided.

Announcements made by Dec. 10 with work-
shops to be completed by end of
October 2015.

One applicant may apply for more than one
kind of workshop but only one workshop will be
granted to each applicant.

Go to the above link for more information.

Technical Assistance Grant Program - All
NMSC members are eligible to apply for a technical
assistance visit from expert field staff on topics rang-
ing from fundraising plans to organizational develop-
ment. Be sure to take advantage of this great oppor-
tunity and **submit an application by 5 pm (CDT)
on October 2.**

Toot Your Horn!



GEORGETOWN
MAIN STREET

Historic Georgetown Inc changed its
name to Georgetown Main Street a little
over a year ago and you can now find
them on Facebook under the name
Georgetown Main Street. As we all
know sometimes trying to change
things on Facebook can be a challenge!



I really like the tag line from this one, **Buy Local, Make it Social**. Could be used for a variety of events.



HENDERSON

The Downtown Henderson Partnership Presents

*Shop late with
downtown businesses!*

Third Thursday of Each Month

Participating Shops Open Until 6pm

**September 18, 2014 • October 16, 2014
November 20, 2014 • December 18, 2014**



WILLIAMSBURG

**City of Williamsburg
2nd Annual**

CHILI COOK-OFF

Mark your calendars
for one of the
HOTTEST

Events of the year!

Whether you want to
Cook & Compete or just
Want to Eat, you're sure
to have a lot of fun!

Saturday, October 4, 2014
Whitley County Court
House Square
12:00 (noon) - 2:00 pm
Live Music:

Tad Paddle Bluegrass Band

Come on down and enjoy the music and taste
the Chili



For more information call:
606-549-0530 or
email: nhays@bellsouth.net

I can't remember if I shared this before, but
this is a nice video from Bardstown.

[https://www.youtube.com/watch?
v=i34Z8aq2xyg&app=desktop](https://www.youtube.com/watch?v=i34Z8aq2xyg&app=desktop)

CUSTOMER EXPERIENCE

A customer experience is **an interaction between an organization and a customer as perceived through a customer's conscious and sub-conscious mind**. It is a blend of an organization's rational performance, the senses stimulated and the emotions evoked and intuitively measured against customer expectations across all moments of contact.

Importantly:

- A customer experience is not just about a rational experience (e.g. how Quickly a phone is answered, what hours you're open, delivery time scales, etc.).
- More than 50 percent of a customer experience is subconscious, or how a customer feels.
- A customer experience is not just about the 'what,' but also about the 'how.'
- A customer experience is about how a customer consciously and subconsciously sees his or her experience.

It's a complex process of understanding your organization's relationship with your customers. When addressed effectively, customer experience eases customer acquisition, drives customer loyalty and improves customer retention.

"You can acquire some measure of knowledge from various research techniques, but nothing beats living, breathing, and feeling the same things your customers do."

John Jantsch, Duct Tape

Training Opportunity

**Did you miss the New Main Street
Director Orientation earlier this month?**
[It is now available to watch online at the NMSC
website.](#)

Norma Miess, NMSC's Director of Leadership Development and Senior Field Officer, addresses the intangible value of the Main Street Approach, outlines the resources available to new Directors from the National Main Street Center, and discusses the key roles of an effective Main Street Director.

This is good even if you are a seasoned director.